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(57) Abstract: The invention relates to a printing method for transferring a printing substance (2) from a color carrier (1) onto a material (6) that is to be imprinted, according to which the printing substance (2) undergoes a change in volume and/or position by means of an energy-dispensing device which conveys heat in the form of electromagnetic waves (3) during a process time. In order to create a printing method which provides an improved printing quality and requires substantially less energy for printing a printing dot while being able to print at a high speed and at a high resolution, and which creates a corresponding printing machine and a corresponding printing substance with which the inventive printing method can be carried out, energy is transferred from the electromagnetic wave (3) into the printing substance (2) by means of absorption bodies (4).

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